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National Chair

International Customer Care

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- **Are International sales different?**
- **How can we manage expectations?**
- **How do they do business?**

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- International sales differ because:
  - Difficult to get
  - More time and effort generally
  - Often English is a second language
  - They do everything in their own way

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- Managing expectations
- Quoting
- Understand the contract/offering
- Be realistic about timescales
- Keep your customer informed

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- **How do they do business?**

Two aspects:

1) How do they do business internally

2) How do they do business culturally

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- **Internally?**
  - **Organisational structure**
  - **Responding to communication**
  - **Problem solving**
  - **Virtual vs ‘real’ business relationships**

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- **Culturally?**

Lets think about this in more detail - have you ever done business with a Mexican?

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- **Finally, our Revised Business package**
- **Sharing member skills and experience**
- **On-line help and mentoring**

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ANY QUESTIONS?